

ASHLEESHRYOCK

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SUMMARY

I am a creative communicator with a background in digital storytelling and teaching writing. With over five years of experience creating engaging, audience-focused content across a range of platforms, both digital and print, I am skilled at translating complex ideas into clear and effective messaging and crafting compelling copy with voice and purpose. I thrive in collaborative, fast-paced, environments and am committed to delivering results with creativity and attention to detail.

EDUCATION

Texas Christian University

PhD Candidate, Rhetoric and Composition
2021 - ABD

Oklahoma State University

M.A., Rhetoric and Writing Studies
2018 - 2021
B.A., English Literature
2014 - 2018

EXPERIENCE

Studio Director, Center for Digital Expression

Texas Christian University | January 2025 - current

- Develop and execute communication and marketing strategies across web and social platforms to elevate brand visibility
- Lead and facilitate weekly cross-functional team meetings; oversee planning, production, and internal and external deliverables
- Coordinate and produce educational workshops, presentations, and public-facing events
- Translate complex digital tools into clear, accessible language tailored to general and academic audiences
- Write and edit web copy, email campaigns, and social media content using Google Workspace and CMS tools
- Direct rebranding initiatives including visual identity creation and multi-platform launch strategy
- Collaborate on website maintenance, layout improvements, and UX-friendly copywriting using Wordpress

Assitant Director, Center for Digital Expression

Texas Christian University | August 2024 - current

- Collaborate with Director and Associate Director on campus communication efforts and community-facing projects
- Create and edit content across platforms for the center and Digital Culture and Data Analytics program
- Assist with website redesign and maintenance
- Provide promotion and event support for the Digital Culture and Data Analytics program, including creating content, campus outreach, and with event execution

Graduate Instructor, English Department

Texas Christian University | August 2022 - July 2024

- Designed and taught composition courses focused on rhetorical awareness, critical thinking, and public writing for diverse audiences
- Created instructional slide decks and multimedia materials using PowerPoint, Canva, and Google Slides
- Led classroom instruction for 20-22 students per semester, adapting to student needs and interests, and providing feedback that supported student development across multiple genres and platforms

Assistant Director, OSU Writing Center

Oklahoma State University | January 2019 - May 2021

- Led social media strategy and content creation across platforms to boost engagement and visibility
- Drafted outreach materials and internal communication using Microsoft Office Suite, Google Docs, and LMS tools
- Organized and promoted professional development events, presentations, and workshops; overseeing logistics, content, and staffing
- Supported development and execution of fundraising campaigns and donor engagement

Graduate Editorial Assistant

Spark: a 4C4Equality Journal | October 2019 - June 2020

- Managed social media accounts and designed platform-specific campaigns to support content circulation and calls for submissions
- Produced digital assets—including graphics, copy, and templates for future content—aligned with brand tone
- Built relationships with institutions and individual stakeholders to grow awareness and audience reach